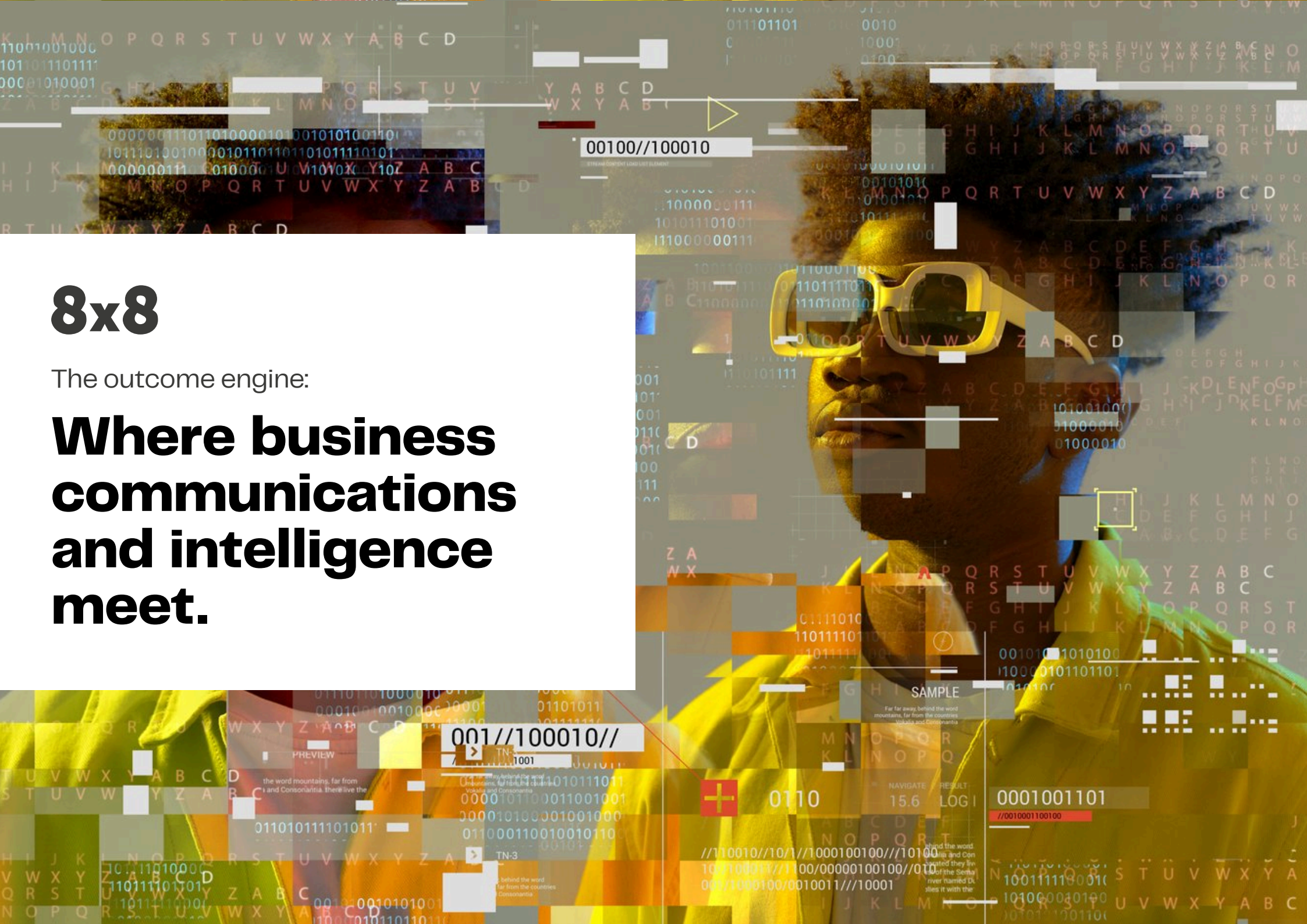


8x8

The outcome engine:

Where business communications and intelligence meet.



8x8

Let's simplify the complex. One brain. One security model. One uptime SLA. Chaos gives way to clarity when every conversation runs on the same intelligent foundation, and elegance becomes the engine for better outcomes.

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Disconnected data means disconnected conversations.

This isn't about handing you a box of random Legos and wishing you luck. It's about giving you the right pieces and the blueprint to build your X-Wing fighter or Eiffel Tower (aka your tech stack) with confidence, speed, and style.

In 1989, a Canadian engineer tried to invent hands-free tooth brushing. The result? A toy train, a balloon, a pulley, and a rubber glove holding a toothbrush. It technically worked—but only after fifteen steps, two resets, and one near-miss with a swinging pendulum.

Absurd? Yes. Inefficient? Absolutely. But it's a perfect metaphor for how most businesses still run their communications.

In trying to "do more," we've added platforms, apps, and vendors until the systems meant to simplify have become Rube Goldberg machines of duct-taped

logic, scattered data, and siloed insights. And every extra tool comes with a price—more licenses, more integrations, and more teams to manage them. You're not just paying for features; you're paying for friction.

Each tool knows something, but none of them knows everything. Customer signals get lost between apps, agent notes vanish between handoffs, and the customer's story—what they need, what they said, and where they've been—gets trapped in the tool that last touched them.

The result? Blind spots. Repetition. Context that dies with every switch of a screen. And while your agents are repeating questions, your budget is repeating purchases—duplicated capabilities hiding in disconnected apps. The cost adds up. The value doesn't.

And yet, we've normalized it. That's the opportunity: to replace chaos with clarity.



When we say elegance, we mean a system that feels invisible in the best way—smart beneath the surface, seamless on the surface, and engineered for outcomes, not upkeep.

To build a system that works elegantly—intelligent by design, orchestrated by default, and focused on outcomes.

When your systems think together, your people work together. That's the power of elegant design: fewer tools, more intelligence, and conversations that connect—not just across channels but across time. Fewer vendors. Fewer renewals. Fewer surprises on your IT invoice. Because elegant systems aren't just smarter—they're more sustainable.

Your customers don't care how many systems you manage. They just want a conversation that feels personal, informed, and easy.

But most business communications and

customer service systems weren't built to work together. And as AI-driven agents become the first line of engagement, silos multiply—not shrink.

Fragmented systems create friction. Agents lose sight of the full customer journey. Teams miss signals. IT patches APIs instead of driving innovation. And customers? They feel every repeated question, every lost note, every “let me transfer you.”

Metrigy's latest research shows why integration matters. Companies that unify their UC and CC platforms see stronger results across the board—higher revenue, better customer ratings, lower costs, and more efficient agents. Over half say they deliver excellence in nearly every customer interaction, compared to just 31.8% of those still working in silos.



8x8 and the power of elegant design.

We saw the writing on the wall. Duct tape wasn't going to cut it. We needed to stop selling Lego bricks and start building outcomes—not just by offering better parts but by owning the entire blueprint. 8x8 is the platform builder—engineering a cohesive system that delivers results, not just components.

So we built the [8x8[®] Platform for CX](#): not just one system, but a foundation that reunified business communications, bringing UC and CC into the same cloud platform. It's engineered with a single brain, a single security model, and a single uptime SLA.

At the heart of it all is customer and employee interaction data—the Customer Interaction Data Platform (CIDP). Or what we like to call the brain of your communications stack. It collects, normalizes, and activates every customer signal from every channel—voice, video,

chat, SMS, and more. That insight flows directly into:

- Smart routing.
- Sentiment-aware service.
- Predictive next steps.
- A single, shared view of every customer journey.

From Sales to Support, every team shares one memory. One truth. One brain.

But elegance isn't just about combining systems—it's about breaking category barriers. Over the last few years, we've componentized UCaaS, CCaaS, and CPaaS at the platform level—infusing capabilities across these categories into outcome-driven, use case-centric solutions.

It's what turns data into action. It's what makes orchestration possible. It's what makes elegance real.



This means customers can evolve from simple knowledge worker scenarios to digital bots, fully [integrated contact centers, and beyond](#)—seamlessly. Whether it's the front desk, the back office, or a contact center, context flows across every interaction.

[LSH Auto consolidated its telecom chaos into 8x8's platform](#), gaining real-time analytics, cutting wait times by 50%, and driving answer rates over 90%.

“It all started with pulling apart what we had and looking for limitations,” says Chris Gensmantel, Chief Information Officer at LSH Auto.

Replace the patchwork with one platform.

8x8 gives you the memory. But we also give you the moves—the orchestration layer that turns data into decisions, aligning people, processes, and technology into a symphony of outcomes.

8x8's AI-powered orchestration layer transforms insight into next steps. It maps customer journeys in real-time and guides agents, supervisors, and back-office teams to act before friction arises.

Here's how it makes outcomes possible:

- Shared intelligence: One source of truth from UC and CC.
- Real-time guidance: Sentiment and journey insights in the moment.
- Proactive optimization: Escalations prevented before they happen.
- No more handoffs: Context sticks with the customer, wherever they go.



But this orchestration isn't just for the contact center—it extends to every customer-facing employee across the org. Our research shows that over two-thirds of high-value customer interactions happen outside the contact center. With deep CRM integrations, real-time visibility, and pervasive data access, we're enabling every user to deliver outcomes.

This is the conductor, not just the band. And orchestration is the next layer—the key that turns a collection of tools into a platform that consistently delivers business outcomes. It's what makes us different from product vendors: we don't just sell parts—we build performance.

With 8x8, [Oldham Council reduced inbound call volume by 86% and saved £40K annually](#)—proving that orchestration isn't just elegant, it's efficient.

From firefighting to flow.

Once you unify your systems and intelligence, things start to feel different—not just for your contact center but across your entire business. No more toggling between apps. No more redundant logins. Just one experience—calls, meetings, messaging—all in a single platform.

Whether you're in the contact center or closing deals in the field, your teams can communicate, collaborate, and escalate—all without switching tools.

No more silos. No more handoffs. Just seamless, real-time collaboration between your front lines and your back office.



- Eliminating app sprawl and communication silos: No more jumping between apps—just seamless calls, chats, and meetings in one place, accessible from any device.
- Boosting cross-functional collaboration: From box office to back office, everyone can connect instantly, resolve issues faster, and deliver better service without ever leaving the platform."
- Enabling mobility and remote work: Your teams work from anywhere—on mobile, desktop, or tablet—without missing a beat.
- Accelerating IT Simplicity and Security: Fewer apps. Fewer passwords. Fewer headaches. With one platform, IT teams can manage it all with confidence.
- Improving onboarding and employee experience: From day one, new employees can start chatting, calling, and collaborating—no training required.

Supervisors don't wait for reports—they get live coaching signals. Agents don't fumble—they know the customer before

the first word. Sales doesn't speculate—they act on sentiment and trend data. And your newest hires? They're up and running from day one—with one intuitive experience.

The result? Predictable outcomes. Collaborative speed. Scalable simplicity.

By moving to 8x8, [the Southampton FC unified every employee—from box office to pitch—with integrated calling, messaging, and collaboration.](#) Now, they deliver responsive service with elegant call routing, real-time speech-to-text, and connected teamwork.

Because football is about passion—and great experiences fuel loyalty, on and off the pitch.



Where elegance pays off.

What happens when every conversation is orchestrated?

- 23% boost in productivity*
- 22% increase in revenue*
- 26.5% lift in customer satisfaction*
- 18% drop in operating costs*

And it's all anchored by a 99.999% platform wide uptime SLA—for every call, every chat, every engagement.

This isn't just UC and CC—it's a new category. A platform that empowers every team to act on insight and drive business impact.

When your systems think, your teams move. Faster. Smarter. Together. That's what elegance delivers. That's what outcomes look like.

*Source: [Metrigy 2025](#)

Make every conversation count.

You're not measured on tools. You're measured on impact.

The patchwork days are over. It's time to unify what matters—systems, signals, and the teams who depend on them. Move from duct tape to design. From reactive fixes to proactive flow. From scattered conversations to a single, intelligent experience.

Because progress doesn't come from adding more. It comes from making what you have work better—together. The future doesn't need more tech. It needs smarter impact.

Let's make your blueprint and make every conversation count.



Next steps for strategic leaders:

- [Learn more about 8x8's solutions for IT and CX leaders.](#)
- [View a demo](#) to see how the platform fits your environment.
- Learn more about the Total Cost of Ownership.

Why 8x8?

This isn't just another cloud solution—it's the intelligent convergence of unified communications and contact center. With 8x8, IT and CX leaders get one secure, AI-powered platform that simplifies operations, connects teams, and transforms every interaction into impact.

When UC and CC come together, your systems think together—breaking down silos, revealing deeper insights, and unlocking better outcomes. For IT, that means fewer tools to manage and more control at scale. For CX, it means empowered agents, smarter workflows, and customers who feel seen, heard, and helped.

Unify to amplify.

Simplify, secure, and elevate—with the 8x8 Platform for UC + CC.